March 28, 1984

Mr. Steve Tolin
Video Product News
P.O. Box 2772
Palm Springs, California
92262

Dear Steve,

While I 'forgave you' for your mixing up the Taylor Howard and Bob Cooper introductions as we spoke about your problem at the SPACE show, I have had the opportunity to review your new directory more completely in the interim. Frankly, I am very disappointed.

Let's deal with personal items first:

1) While you exchanged the titling for Taylor and I, in your Cooper 'bio' on page 16 we have the following:

   A) Line one, Cooper has two o's; not two p's;
   B) Line one, paragraph three, Coop's Satellite Digest is CSD, not CSC;
   C) Line two, paragraph 4, "15 satellite dishes between 10 and 25..." not 100 and 25.
   d) On page 200, 'Industry Member Cross Reference', there is no listing for COOPER, Robert B. An interesting omission since without me nobody else's name could have appeared either. It- just sort of happens that way when you father an entire industry.

My biggest complaint is none of the above: it deals with your not understanding what a 'Buyer's Guide' really is and does. I have done several in my twenty five years of publishing and have some concept of how to do it properly. You have created a directory of firms and personnel, but you provide no buying guidance whatsoever. A buyer's guide should list by category every single antenna, LNA, receiver and so on and then under each manufacturer would appear all of their models AND all of the technical and pefformance, pricing and availability data. A buyer should be able to flip tp ENAs add compare features, performance and price.

Your product is slick ans glossy, but it misses the mark. Badly. There is a need in this industry for a complete directory and I hope you will spend some real money and hire some professionals the next time around to do it properly. If you don't, sooner or later someone else will and you will be left only with the memory of what you could have done.

Sincerely,

Coop's Satellite Digest

Bob Cooper, Jr.